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BT
5-16-02
GP3713

December 21, 2001

Box DD
Assistant Commissioner for Patents
Washington, DC 20231

Re: Applicant: John Hey
Serial No.: 09/682,590
Filed: September 25, 2001
For: Method of Drawing Attention to Advertisements
Examiner:
Group: 3713
Docket No.: HEY/005/US

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Dear Sir:

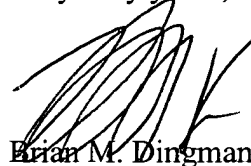
Enclosed is an Information Disclosure Citation, together with copies of the cited references, in the subject application.

If for any reason this Citation is found to be incomplete, or if at any time it appears that a telephone conference with counsel would help advance prosecution, please telephone the undersigned in Westborough, Massachusetts (508) 898-1501.

If any payment during prosecution is found to be insufficient or if any overpayment is found, please charge any deficiency or credit any overpayment to my deposit account number 50-1582. A copy of this letter is enclosed for use by the Finance Branch in the event that it is necessary to make any charge or credit to my deposit account.

Kindly acknowledge receipt of the foregoing by returning the enclosed self-addressed postcard.

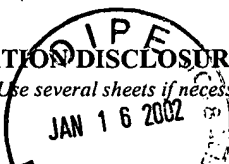
Very truly yours,



Brian M. Dingman

BMD/jgm
Enclosures

MIRICK O'CONNELL

 <p>INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)</p>	Docket Number (Optional) HEY/005/US	Application Number 09/682,590
	Applicant(s) John Hey	
	Filing Date 9/25/01	Group Art Unit 3713

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
		6,102,406	8/15/00	Miles et al.			
		5,996,007	11/30/99	Klug et al.			
		6,061,659	5/9/00	Murray			
		6,070,145	5/30/00	Pinsley et al.			
		5,740,035	4/14/98	Cohen et al.			
		6,076,101	6/13/00	Kamakura et al.			
		5,855,008	12/29/98	Goldhaber et al.			

FOREIGN PATENT DOCUMENTS

REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						YES	NO

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	DATE CONSIDERED
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.